

Programme Learning Outcomes (PLO)

(Aligned with Graduate Attributes)

for

**Bachelor of Arts (B.A.)**

**in**

**Economics**

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The students graduating with the Degree B.A will be able to:

**PLO 1: Disciplinary Knowledge**

- Attain domain knowledge for understanding the origin and the developments in the respective disciplines.

**PLO 2: Communication Skills / Digital Literacy / Self-Directed Learning / Lifelong Learning**

- Acquire the essential language skills and job skills, to speak flawlessly, to write effectively and to create works of art/texts so as to get placed in lucrative positions.
- Get access to digital resources, to use them judiciously for updation of knowledge and also to engage in remote/ independent learning.
- Prepare them for personal and professional effectiveness and to practise it throughout the life to become law-abiding and productive citizens.

**PLO 3: Critical Thinking /Analytical Reasoning / Problem Solving Skills**

- Develop interpretation skill, analytical skill and research related skills to analyse socio-political, socio-religious and the economic conditions prevail through the ages globally and to adopt the solutions suggested to end up social / economic / political issues.

**PLO 4: Moral and Ethical Values / Multicultural Competence**

- Imbibe moral and ethical values for upholding uprightness, solidarity and sovereignty to live a dignified life.
- Comprehend the local, national and global principles / policies / perspectives dealt with in texts to foster global peace.

**PLO 5: Environmental Conservation and Sustainability**

- ✓ Realise that environment and humans are dependent on one another and to know about the responsible management of our ecosystem for survival and for the well-being of the future generation as well.

### Programme Specific Outcomes

PSO	Upon completion of B.A Economics Degree Programme, the students will be able to:	PLOs Mapped
PSO-1	Describe the aspects of Economics, theories of utilities, production and firms' behaviour to know the concepts, problems and theories of income, employment, consumption, investment along with the general equilibrium of macro-Economics.	1, 2, 3
PSO-2	Understand the forms, functions and theories of money and its relation to the measures on economic growth in terms of public revenue and expenditure with ethical concerns.	1, 4
PSO-3	Apply knowledge of the concepts, indicators to economic development of Tamil Nadu and sectoral development of Indian economy by understanding the different schools of thoughts.	1, 3, 4, 5
PSO-4	Explain the incidence, impact and measures of various environmental issues and health awareness concerning the development of modern economy.	1, 5
PSO-5	Analyse the theories and practices of international Economics and its relation to international economic developmental process using mathematical and statistical techniques through self-directed learning.	1, 2, 3, 4

### CBCS Syllabus – B.A. Economics (2021-22 onwards)

SEM	Part	P	Title of the paper	S. Code	H/W	L*	T*	P*	C	Marks		
										I	E	T
I	I	I L-I	இக்காலத்தமிழ்	21ULTA11	6				3			
			Grammar and Translation - I	21ULAR11								
	II	II L-I	Communicative English -I	21ULEN11	6				3			
	III	DSC-I	Micro Economics-I	21UCEC11	5				4			
	III	DSC-II	Tamil Nadu Economy	21UCEC12	5				4			
	III	A-I/1	Principles of Commerce	21UACO11	6				4			
IV	AECC-I		Value Education-I	21USVE1A	2				2			
			Value Education-II	21USVE1B								

<b>I SEMESTER</b>	
<b>Course Title</b>	<b>MICRO ECONOMICS – 1</b>
<b>Total Hrs</b>	75
<b>Hrs/Week</b>	5
<b>Sub. Code</b>	21UCEC11
<b>Course Type</b>	<b>CORE – 1</b>
<b>Credits</b>	4
<b>Marks</b>	100

**General Objective:**

To provide students with the theories of micro-economics and analysis of economic behaviors of individual and firm.

**Course Objectives: The learners will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	Observe the basic concepts of micro-Economics.
CO-2	Explain the law of diminishing marginal utility analysis.
CO-3	Determine the properties of indifference curve analysis.
CO-4	Compare the concepts of land, labour, capital and organisation with production of goods and services.
CO-5	Compile various cost measures involved in production.

**UNIT I DEFINITION AND SCOPE OF ECONOMICS**

Definitions of Economics: Smith, Marshall and Robbins approaches –Division of Economics - Importance and Scope of Economics - Difference between Micro and Macro Economics – Inductive and Deductive methods –Positive Vs Normative study – Static and Dynamic concepts.

**UNIT II CARDINAL UTILITY ANALYSIS**

Cardinal Utility Analysis – Human Wants; Meaning and Types – Law of Diminishing Marginal utility – Law of Equi -marginal utility – Law of Demand –Elasticity of Demand – Meaning, Types and Measurement – Consumer Surplus.

**UNIT III ORDINAL UTILITY ANALYSIS**

Ordinal Utility Analysis – Indifference Curves – Properties – Diminishing Marginal Rate of Substitution – Consumer Equilibrium – Price Effect, Income Effect and Substitution Effect – ISO – Quant.

**UNIT IV FACTORS OF PRODUCTION**

Meaning: Land, Labour, Capital and Organisation – Division of Labour – Production Function: Law of Variable Proportions and Law of Returns to Scale – Economies and Diseconomies of Scale.

**UNIT V COST ANALYSIS**

Cost Concepts – Long Run and Short Run Cost Curves, Law of Supply; Concepts of Revenue – Relationship between Average Revenue, Marginal Revenue and Total Revenue.

**TEXT BOOKS:**

1. Jhingan, M.L, **Micro Economics**.
2. D.Bose, A.Marimuthu, An Introduction to Micro Economics, Himalaya Publishing House, Mumbai.

**REFERENCE BOOKS:**

1. Sankaran.S **Micro Economics**.
2. Agarwal. H.S, **Advance Economic Theory**.
- 3.Chopra, **Micro Economics**.
4. Ahuja H.L,**Micro Economics**.

5. Cauvery.R., et.al, **Micro Economic Theory**.  
 6. Sundharam K.P.M and Sundharam E.N, **Micro Economics**.

**Course Outcomes: The learners will be able to:**

CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recognize the scope and methodology of micro-Economics.	1, 3	Remembering
CO-2	Classify the concepts of consumer behaviour such as cardinal and ordinal utility analysis.	1, 5	Understanding
CO-3	Interpret the indifference curves, consumer equilibrium and price effect.	1, 2, 5	Applying
CO-4	Estimate firm and industries' production function.	1, 3, 4, 5	Analyzing
CO-5	Assess different cost curve and revenue curve.	1, 2, 5	Evaluating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
I	21UCEC11	MICRO ECONOMICS – I					75	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓	✓	✓	✓	✓		✓		
CO-2	✓	✓	✓	✓		✓				✓
CO-3	✓	✓	✓	✓		✓	✓			✓
CO-4	✓	✓	✓	✓	✓	✓		✓	✓	✓
CO-5	✓	✓	✓	✓		✓	✓			✓
Number of matches (✓) = 36 Relationship = Low/Medium/High										

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<b>I SEMESTER</b>	
<b>Course Title</b>	<b>TAMILNADU ECONOMY</b>
<b>Total Hrs</b>	75
<b>Hrs/Week</b>	5
<b>Sub. Code</b>	21UCEC12
<b>Course Type</b>	CORE
<b>Credits</b>	4
<b>Marks</b>	100

**General Objectives:**

To understand the relevance of economy of State. Understand the sectoral contributions of Tamil Nadu.

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand the features of land area population, live stock, forest resources, health, transport and communication.
CO-2	Establish the Agricultural development of Tamilnadu such as, agricultural marketing and agricultural finance
CO-3	Compare the Knowledge of an industrial development and industrial financial institutions.
CO-4	Estimate the State finance and development programmes of Tamilnadu
CO-5	Develop the general performance in tourism sector, trade, commerce and environmental measures of Tamilnadu.

**UNIT - I : A Profile of the Tamil Nadu Economy**

Tamil Nadu – Salient Features- Land Area – Distribution of occupational structure in Tamil Nadu – population of Tamil Nadu – Land use – Livestock – Forest resources – Human Resources – Service Sectors in Tamil Nadu Economy.

**UNIT -II : Agricultural Development**

Agriculture – Land use – Cropping pattern – Principal Commodities – Irrigation – Green Revolution, Blue and White Revolution – Agricultural Marketing – Defects, remedial measures – Agricultural Finance – Needs – Sources.

**UNIT - III : Industrial Development**

Major Industries – Automobile, Cotton, Sugar, Cement, Software – MSME, Handloom industries – Tamil Nadu Government’s role in industrial development – Industrial Financial Institutions – TIIC, SIDCO, SIPCOT, DIC.

**UNIT - IV : State Finance & Development Programmes**

State Finance – Revenue and Expenditure of the State – Tamil Nadu’s Recent Budget – Poverty Alleviation Programmes in Tamil Nadu – Healthcare and other Government Schemes – Unemployment Problem – Women Development Programmes.

**UNIT - V : General Performance of the State**

Tourism Development in Tamil Nadu – Role of Local bodies – Industrial sector and its role – Science & Technology – Environmental Protective measures in Tamil Nadu.

**Text Book**

1. Leonard(2006), Tamil Nadu Economy, Macmillian, New Delhi.

**References**

1. Rajalakshmi, N.(1999), Tamil Nadu Economy, Business Publishers, Mumbai.

2. Perumalsamy, S.(1990), Economic Development of Tamil Nadu, S.Chand&Co. Ltd, New Delhi.

### Course Outcomes

CO	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the geographical feature and natural resources of Tamil Nadu economy	3,4	Understanding
CO-2	Examine the various sources of agricultural finance	2,3	Applying
CO-3	Appraise the industrial development of Tamilnadu.	3,4	Analysing
CO-4	Evaluate the Concepts of Poverty alleviation programmes in Tamilnadu.	1,3	Evaluating
CO-5	Integrate the various Environmental Protective measures in Tamil Nadu.	3,4	Creating

### Relationship Matrix

Semester	Course Code	Title of the Course					Hours	Credit		
I	21UCEC12	TAMILNADU ECONOMY					75	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO3	PLO4	PLO5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓		✓	✓	✓			✓	✓	
CO-2	✓		✓	✓	✓		✓	✓		
CO-3	✓		✓	✓	✓			✓	✓	
CO-4	✓	✓	✓	✓	✓	✓		✓		
CO-5	✓		✓	✓	✓			✓	✓	
Number of matches (✓) = 31 Relationship = Low/Medium/High										

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<b>I SEMESTER</b>	
<b>Course Title</b>	<b>PRINCIPLES OF COMMERCE</b>
<b>Total Hrs</b>	90
<b>Hrs/Week</b>	6
<b>Sub. Code</b>	21UACO11
<b>Course Type</b>	ALLIED
<b>Credits</b>	4
<b>Marks</b>	100

**General Objectives:**

To acquaint and equip the students with the latest knowledge in the field of Commerce.

**Course Objectives: The learner will be able to**

<b>CO</b>	<b>Course Objectives</b>
CO-1	Understand the fundamentals of commerce
CO-2	Choose the best form of business organization for their entrepreneurship
CO-3	Analyse the different methods of insurance
CO-4	Compare various sources of finance and decide the right source
CO-5	Create the venture

**UNIT - I : Fundamentals of Commerce**

Fundamentals of commerce – Forms of Business Organizations – Sole Proprietorship, partnership, company, cooperative, public and joint enterprises – Business combinations – Types – causes and control of Monopoly Concentration.

**UNIT - II : Banking**

Banks – kinds – RBI – Structure – Objectives – functions – management – evaluation – SBI – functions – Cooperative Banks – Commercial Banks – Other Banks

**UNIT - III : Insurance**

Life Insurance – Fire – Marine – Deposit Insurance – Insurance against theft and loss. The Insurance Market – Life and Non-Life Insurers – Reinsurers – Individual and Corporate Agents – Brokers – Surveyors – Medical Examiners – Third Party Administrators – Regulator IRDA.

**UNIT - IV : Advertisement**

Advertisement – importance – Media – Merits and demerits of media – wholesale and retail business – General and Special shops – Chain Stores – Multiple shops – Mail Order sales – Departmental Stores – super market – A to Z shops.

**UNIT V : Finance**

Finance - Functions of finance manager - Working Capital and Fixed Capital - methods and sources of raising finance - sources of short term and long term finance - critical appraisal of different securities and bonds as source of finance - equity shares - convertible and non-convertible debentures - preferred stock.

**Text Book:**

1. Shukla, M.C. (2006), Business Organisation and Management, Sultan Chand & Company Ltd, New Delhi.

2. C.D.Balaji and Dr.G.Prasad, Principles of Commerce (2010), Margham Publications, Chennai.

**References:**

1. Bhushan, Y.K. (2010), Fundamentals of Business Combinations and Management, Sultan Chand & Sons, New Delhi.
2. Gupta, C.B. (2012), Business Organisation and Management, Sultan Chand & Sons, New Delhi.
3. Sivayya,K.V. and Das, V.B.M.(1990) ,Indian Industrial Economy, Sultan Chand & Company Ltd, New Delhi.
4. Yogendra Prasad Verma, (2008), Elements and Organisation of Commerce, Sultan Chand & Company Ltd, New Delhi.

**Course Outcomes**

CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the fundamentals of commerce.	1,2	Understanding
CO-2	Apply knowledge in the field of Banking and Insurance	1,2	Applying
CO-3	Analyse the various advertising media.	1,2,3,5	Analyzing
CO-4	Evaluate the sources of finance and methods of raising finance.	1,2,3,4	Evaluating
CO-5	Prepare our students to meet the business challenges.	1,2,4,5	Creating

**Relationship Matrix**

Semester	Course Code	Title of the Course					Hours	Credit		
II	21UACO11	PRINCIPLES OF COMMERCE					90	4		
Course Outcomes (COS)	Programme Learning Outcomes (PLOs)					Programme Specific Outcomes (PSOs)				
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO-1	✓	✓				✓	✓			
CO-2	✓	✓	✓	✓		✓	✓			
CO-3	✓	✓	✓		✓	✓	✓	✓		✓
CO-4	✓	✓	✓	✓		✓	✓	✓	✓	
CO-5	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Number of matches (✓) = ...36 Relationship = High										

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Dr.M. Sulthana Barvin	Dr.M. Sulthana Barvin